

# CITY OF MELBOURNE BRAND MANUAL

Sponsorship styleguide April 2010



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**The City of Melbourne corporate Identity is a visual representation of our brand positioning. It enables a unified, positive, flexible and future focus for the City of Melbourne.**

**The following pages explain the multiple iterations of the City of Melbourne corporate identity system, and the rules around using them correctly to create an inspiring and forward thinking brand.**

**Please follow the guidelines carefully. We have developed these guidelines to help to build and maintain a clear, consistent and successful visual identity.**

## DEFINITIONS

### A. Symbol

The 'M' element in all colour versions.



### B. Type

The words 'City of Melbourne'.

**CITY OF  
MELBOURNE**

**CITY OF MELBOURNE**

### C. Lock-up

The configuration of the symbol (A) and the type (B).



**CITY OF  
MELBOURNE**



**CITY OF MELBOURNE**

### D. Brandmark

The brandmark (D) is the 'M' symbol in any of its versions (A), the type 'City of Melbourne' in either one or two lines (B) when used together in either lock-up (C).

A+B+C=D



## OUR BRANDMARK

The City of Melbourne brandmark is a visual representation of our brand, and its integrity must be maintained at all times.

It comprises of two elements:

### **The Symbol**

### **The Type**

The brandmark must always appear in the proportions shown, and no attempt should be made to redraw, stretch, squeeze or distort the brandmark in any way.



## 5 BRANDMARK LOCK-UPS

The brandmark elements (symbol and type) can be used in two different lock-ups:

**Sponsorship A** Stacked right  
**Sponsorship B** Horizontal stacked

### SPONSORSHIP A (PREFERRED LOCK-UP)

Used when legibility of the 'City of Melbourne' type requires equal prominence to the 'M' symbol, or where there are space and layout restrictions.



### SPONSORSHIP B

For medium scale usage where the 'City of Melbourne' type needs greater prominence. Note minimum height of full colour symbol is 10mm.



### SPONSORSHIP A (PREFERRED LOCK-UP)

Used when legibility of the 'City of Melbourne' type requires equal prominence to the 'M' symbol, or where there are space and layout restrictions.



### SPONSORSHIP B

For medium scale usage where the 'City of Melbourne' type needs greater prominence. Note minimum height of lined symbol is 10mm.



### SPONSORSHIP A (PREFERRED LOCK-UP)

Used when legibility of the 'City of Melbourne' type requires equal prominence to the 'M' symbol, or where there are space and layout restrictions.



### SPONSORSHIP B

For small scale usage where the 'City of Melbourne' type needs greater prominence.





## COLOUR PALETTE

When used in a sponsorship capacity, the City of Melbourne colour palette consists of 2 variations – the ‘corporate’ blue and green as appears on page 4 and the ‘mono’ versions as per the additional examples on the same page.

### COLOUR USAGE

The colour brandmark should only be used on a light or white background or dark or black background. The colour brandmark should never be reproduced as a grayscale brandmark. Use the mono versions.

The 2 mono versions can both be used in positive and negative formats. For example, the black brandmark on white or light colour background or the white brandmark reversed out of a black or dark colour background.

### BACKGROUND COLOUR - DARK



### BACKGROUND COLOUR - LIGHT



## CLEAR SPACE

To maximise the brand's presence and visual standout, there is a defined minimum clear space area.

This clear zone around the brandmark defines the area into which no other graphic elements, such as text, imagery or other brandmarks can intrude.

The distance marked x represents the width of the 'M' symbol leg. The formula shown opposite applies to all sizes of brandmark reproduction.



## MINIMUM SIZE

For ease of recognition, a minimum size has been set for the different versions of the brandmark, in order to assure successful reproduction.

### FULL COLOUR BRANDMARK MINIMUM SIZE

'M'  
height  
10mm



### PREFERRED SOLID BRANDMARK AT MINIMUM SIZE

'M'  
height  
12mm



### SOLID BRANDMARKS MINIMUM SIZES

'M'  
height  
10mm



'M'  
height  
5mm



### RECOMMENDED SMALL SCALE USAGE

'M'  
height  
5mm





## CO-SPONSORSHIP

When the City of Melbourne brandmark needs to sit side by side an additional sponsor or supporter, size, placement and relevance need to be considered.

The **Sponsorship A** stacked right version of the brandmark should be used for the majority of co-sponsorship uses due to the equal legibility of symbol and 'City of Melbourne' type.

The **Sponsorship B** horizontal brandmark can be used when proportionally a better match.

### SINGULAR

When brandmarks must work side by side, the secondary brandmark must appear in equal size to the City of Melbourne brandmark.



### MULTIPLE

Taking the size ruling of the above singular rule, place multiple supporter brandmarks next to each other, adequate spacing must be left between each supporter brandmark.



# INCORRECT USAGE

To maintain consistency throughout our identity application it is essential that the brandmark is never altered in any way.

Here are a few examples of what not to do. The same rules shown here, will apply to the alternative configurations of the brandwork. It is essential that the brandmark is always reproduced from the master artwork.



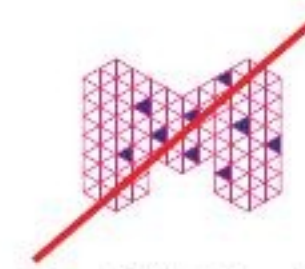
Do not use a colours that do not sit next to each other in the colour wheel.



Do not use multiple patterns within a keyline brandmark.



Do not place a facet on the same gradient used within the facet.



Do not fill in the keyline brandmark sporadically.



Do not use the grid and facet patterns together.



Do not place a facet on the same colour used within the facet.



Do not use conflicting colours together.



Do not alter the configuration of the typography.



Do not add any other elements within the clear space defined.



Do not colour multiple shards within a facet with uncomplimentary colours.



Do not use multiple colours that do not sit next to each other on the colour wheel within any brandmarks.



Never place the brandmark on a very conflicting colour.



Do not use multiple colours within a keyline brandmark.



Do not use drop shadows.



Do not use glows.



Do not use brush strokes or change the keyline.



Do not redraw the master brandmark.



Do not use images within as master brandmark.



Never distort/stretch brandmark.



Do not put brandmark on a perspective.



Do not outline.



Do not put random elements inside brandmark.



Do not use 'City of Melbourne' type on its own.



Do not change the proportion/relationship between the brandmark and the 'City of Melbourne' type.



Do not change the 'City of Melbourne' type with other fonts.



## 11 FILE NAMES

The following are the exact file names for the corresponding brandmark.



CoM\_sponsor\_secA\_Colour.eps



CoM\_sponsor\_secB\_Colour.eps



CoM\_sponsor\_secA\_Solidlines.eps



CoM\_sponsor\_secB\_Solidlines.eps



CoM\_sponsor\_secA\_Solid.eps



CoM\_sponsor\_secB\_solid.eps



## FILE NAMES

The following are the exact file names for the corresponding brandmark.



CoM\_sponsor\_secA\_Colour\_Rev.eps



CoM\_sponsor\_secB\_Colour\_Rev.eps

CoM\_sponsor\_secA\_Solidlines\_Rev.eps



CoM\_sponsor\_secB\_Solidlines\_Rev.eps

CoM\_sponsor\_secA\_Solid\_Rev.eps



CoM\_sponsor\_secB\_solid\_Rev.eps

# CONTACT

For all City of Melbourne brandmark usage, artwork must be approved by a City of Melbourne Brand and Marketing staff member before proceeding.

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